

## Sample e-Blast

**Subject Line:** Get Ready for National Prevention Week—May 14–20, 2017

**[ORGANIZATION] and SAMHSA invite you to participate in National Prevention Week 2017.**

National Prevention Week is an annual health observance dedicated to increasing the prevention of substance use and promotion of mental health. Communities nationwide are at the heart of this observance, and they host events to:

- Increase the visibility of behavioral health and the benefits of prevention,
- Provide a forum to educate the public, and
- Create opportunities for networking and collaboration.

**If you're already planning a community event this year:**

- Consider connecting your event to National Prevention Week 2017. Capitalize on the momentum and exposure of this national movement.

**Haven't started planning a community event yet? It's not too late!**

- SAMHSA provides planning tips and tools to help you organize a prevention-focused event in your community.

Visit [www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week) to learn more about National Prevention Week 2017 and how you can get involved. This website is also a place where SAMHSA can promote your organization's National Prevention Week event.

Please contact me if you need more information. You can also contact SAMHSA's National Prevention Week Coordinator, David Wilson, at (240) 276-2588 or [david.wilson@samhsa.hhs.gov](mailto:david.wilson@samhsa.hhs.gov).

All the best,

[Your Name]

[Your Organization]

[Your Contact Information]